



A VIRTUAL WORKSHOP FOR PRODUCERS, EXECUTIVES AND CREATORS

NOVEMBER 10 – NOVEMBER 26, 2020

STREAMING PLATFORMS

ACCELERATE YOUR OPTIONS

Your Options with Streaming Platforms

Accelerate your plans for original drama content, scripted format adaptation, and partnerships with key SVoD, AVoD, BVoD and TVoD players

“We need to empower content creators to maintain independence,... all you need is the independence of developing the right material and packaging it, that then allows storytellers the freedom to determine the best platform for their work”

Roeg Sutherland

Co-Head, CAA Media Finance

Take advantage of the insights provided by leading media business and brand analysts, scripted drama professionals and on-demand executives focused on local, regional and global streaming platforms

A New Series of 6 x 90 minute Online Sessions

10:30am - 12:00pm (GMT)

Tuesday Nov 10, Thursday Nov 12

Tuesday Nov 17, Thursday Nov 19

Tuesday Nov 24, Thursday Nov 26

Review the demands of competing streaming platform buyers with examples drawn from the following:

Acorn Media, Amazon, AMC, Apple TV+, BBC iPlayer, Britbox, Crave, Disney+, HBO Max, Hulu, Joyn, Paramount+, Peacock, Pluto, Salto, Sooner, Stan, StarzPlay, Streamz, TV Now ,Tubi, Viacom International Digital Networks, Viaplay and global market leader, Netflix

Shows, Executive Producers, Studios and Independent Production Companies to be approached include:

[Beforeigners](#) (Rubicon/HBO Nordic) / [Bordertown](#) (Fisher King/Yle/Netflix), [Bosch](#) (Fabrik/Amazon) / [Boys](#) (Red/Channel 4/HBO Max) / [The Capture](#) (Heyday/Peacock) / [The Crown](#) (Left Bank/ Netflix) / [Deutschland '83, '86, '89](#) (UFA/Amazon) / [Into the Night](#) (Entre Chien et Loup/Netflix) / ITV Studios (Line of Duty, Professor T) / [The Mallorca Files](#) (BBC Studios/ BritBox / ZDF/ France TV) / [Medici](#) (Big Light/Rai/Netflix) / [MGM](#) (Fargo, Condor, Handmaid's Tale) / [The Power](#) (Sister Pictures/Amazon) / [Sex Education](#) (Eleven/Netflix) / [Sony & Gemstone Studios](#) (Absentia, Reckoning)

Examine models offered by the diverse range of financiers, distributors, aggregators and curators, including:

A24, Access, All3 Media, Anton, BBC Studios, BetaFilm, Bron Studios, Federation, Fremantle, NENT, Newen, Red Arrow, Roku, Tubi, Vuulr

Click [here](#) to review the speakers and topics featured in our Summer 2020 sessions on Streaming Platforms

OPENING SESSION: Analysis

Overview of the new Media Technology & Entertainment landscape (MET) following the wave of streaming platform launches in 2020

- **Streaming Wars:** stark contrasts between key global, regional and local streaming players
- **Streaming Casualties:** review of broadcast, linear and pay TV strategies
- Calculating the 2021 content pipeline in light of Covid19 delays

Forecasting the changing needs of the global streamers

- **NETFLIX, AMAZON, DISNEY+, APPLE TV+,& HBO MAX** reportedly reached almost 800 scripted shows in 2020. We determine the balance of genres and the level of exclusivity
- Defining each streamer's content needs for creators and producers
- A deep dive into the commissioning process
- Is the streaming budget process different? If so, how?
- Predicting series commitments beyond the first season

Identifying your partners and buyers

- Advantages to partnering with a regional or local streamer or making a triumvirate with a broadcaster and a streamer
- Choosing the right development and production team for collaboration
- Making clear which partner is the creative lead and decision maker
- Defining the roles to be played by the creator, executive producer, director and streaming executives

Pitching to streamers

- Defining the best pitch for streamers, choosing who makes the pitch
- The construct of the pitch: concept, development, packaging
- Materials – use of IP, treatment, synopsis, pilot script, bible, mood board, sizzle reel, talent
- The influence of audience data, demographics and their applications to the content development stage

Principal deal terms

- Securing IP and formats in advance
- Agreements for talent, production and distribution
- Buy outs, profit participation, future rights exploitation
- Benefits of soft money, regional and local incentives and crew

Optimising your strategy

- Assessing trends influencing the streaming world
- Marketing tactics for the new online pitching and development process
- Know the 'new' studios and financiers
- Connect to innovative distributors disrupting the streaming landscape
- Original business approaches and breaking the mould

“I commission a considerable amount of content from the UK creative community. It is exciting to have an organization of Apple’s size coming into the UK and giving the sector here that level of scrutiny and support.”

Jay Hunt

European Creative Director of Worldwide Video, Apple

“Originals are really important, but they aren’t everything. You’ve got to establish the brand and the business... We have to get to scale distribution and originals take time to make,”

Reemah Sakaan,

Group director of ITV SVOD and SVP Creative Head of BritBox

“...thanks to streaming platforms that can try things and see with their algorithms what works or not and in what territory, non-English language drama travels much more, even in the US which wasn’t possible before.”

Justus Riesenkampff

EVP Nordics and Benelux, Beta Film

“When you are able to bring great stories to people in a way which is how they want to consume those stories -- how they want, when they want, the device of their choosing -- that is something that is incredibly compelling,”

*Keith Le Goy, President of Networks and Distribution,
Sony Pictures Television*

Registration Fee

6 sessions

Early Bird = £275

ends Monday, Oct 26, 2020

Standard = £350

Oct 27 - Nov 10, 2020

Click [here](#) for the **Registration Form**

In addition to the fully managed online programme, the Registration Fee will include advance notifications and updates in preparation for the webinars with speaker profiles, details of the topics and content to be covered in each session:

Following confirmation of your registration, as part of the advance preparation, participants will be requested to provide a short bio with a brief outline of areas of interest they wish to explore

The Streaming Platforms sessions will be tailormade around the roles and experience of the speakers

Each webinar will be conducted in English on Zoom. You will receive an invitation from MediaXchange

Participants will be responsible for ensuring that they have sufficient bandwidth capacity to support their participation in each webinar

Please click [here](#) to review our **Terms and Conditions**, which includes advice about our policies for cancellation, GDPR and Privacy

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